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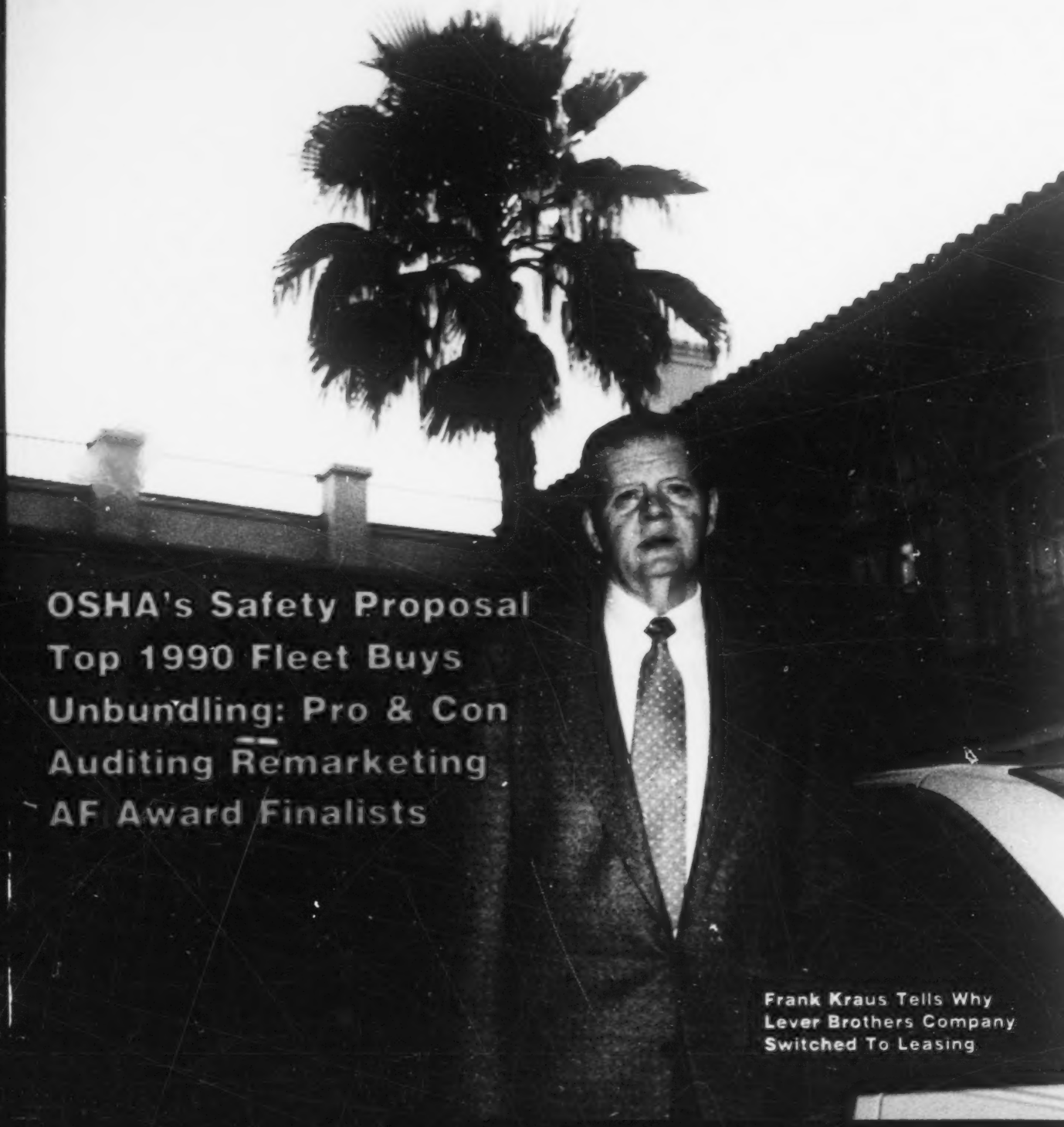
NAFA/AFLA SHOW ISSUE
Agendas/Exhibitor Listing

automotive FLEET®

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE



OSHA's Safety Proposal
Top 1990 Fleet Buys
Unbundling: Pro & Con
Auditing Remarketing
AF Award Finalists

Frank Kraus Tells Why
Lever Brothers Company
Switched To Leasing

automotive
FLEET®

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

APRIL 1990
VOL. 29, NO. 6

Influencing the management of 4,952,000 cars and 2,070,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

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Chrysler Fleet Operations

Presents the Second Annual

automotive FLEET

SECOND

Top 2nd 100

'90 Rank	'89 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	#Trucks & Vans	Total
101	123	Nationwide Ins. Columbus, OH	Gail Royer		Wheels	2180	20	2200
102	—	McKesson Corporation San Francisco, CA	Martin Ward	x		1100	1075	2175
103	124	Rockwell Int.Corp. Pittsburgh, PA	Gary Galiano		So Gate Lsg.,	1950	200	2150
104	—	Gulf & Western Madison, WI	John W. Simon	x	Associates	2100	50	2150
105	—	Montgomery Ward Co. Chicago, IL	Roseann Neveitt		GEC Fleet PHH	228	1916	2144
106	—	Eli Lilly & Co. Indianapolis, IN	Vic Hasler	x	Wheels	1930	213	2143
107	125	Weyth Ayerst Corp. Radnor, PA	Colleen Quinn		Wheels	2040	100	2140
108	—	Ingersoll Rand Piscataway, NJ	Patricia Pearsall		Wheels	1480	640	2120
109	—	Continental Insurance Cranbury, NJ	Jean Marie Albrecht	x	PHH	2100	15	2115
110	—	Baxter Healthcare Corp. Deerfield, IL	Patrick Sheehan		GEC Fleet Wheels	2100	—	2100
111	—	USG Corp. Chicago, IL	Mary Sabathne		ARI, Donlen	1200	900	2100
112	—	Avon Products, Inc. New York, NY	Maxine Sullivan		GEC Fleet	2000	60	2060
113	130	Fleming Companies Oklahoma City, OK	Wayne Lankford		U.S. Fleet	1427	589	2016
114	129	Flowers Industries Thomasville, GA	Mark Worthey	x		—	2000	2000
115	—	Control Data Corp. Minneapolis, MN	Kathleen Wester		McCullagh	1800	200	2000
116	—	FMC Corp. Chicago, IL	Lawrence Dakof	x	GEC Fleet	1000	1000	2000
117	127	James River Corp. Richmond, VA	Rita Stokes		ARI, PHH, Associates	2000	0	2000
118	128	Gannett Supply Corp. Arlington, VA	Suzanne Spangenberg	x		1500	500	2000

'90 Rank	'89 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	#Trucks & Vans	Total
119	—	Shaklee Corporation San Francisco, CA	Janice Williamson		In-house	1850	150	2000
120	—	Economics Laboratory St. Paul, MN	Jerry Rodewald		GEC Fleet	2000	0	2000
121	—	Pony Express Corp. Charlotte, NC	William J. Glasheen		TransAmerica Finance	89	1867	1956
122	—	Brown & Williamson Louisville, KY	Charles Cooley	x		625	1302	1927
123	—	USF & G Insurance Baltimore, MD	James Meyers	x		1864	12	1876
124	—	Brown & Root, Inc. Houston, TX	Roger Ivey	x		596	1266	1862
125	—	Electronic Data Systems Richardson, TX	Rich Piper	x		1018	816	1834
126	133	Combustion Engineering Inc. Windsor, CT	Donald LePard		ARI McCullagh	800	1000	1800
127	134	Automatic Data Proc. Roseland, NJ	Mike Sankowitch		GEC Fleet	1550	250	1800
128	—	Stroehmann Bakeries Williamsport, PA	Paul M. Gossard		PHH	190	1600	1790
129	—	Liberty Mutual Ins. Boston, MA	Barbara Feinburg	x		1689	74	1763
130	—	Bank of America Concord, CA	Dave Olson	x		747	990	1737
131	—	Sandoz Pharm. E. Hanover, NJ	Barbara Eutsler		Wheels, Emkay, Inc.	1725	10	1735
132	—	E.R. Squibb & Sons, Inc. Plainsboro, NJ	Tony Sacco		PHH	1693	41	1734
133	—	General Mills Minneapolis, MN	Henry Paetzel	x		1496	230	1726
134	139	Eaton Corporation Cleveland, OH	Robert J. Wagner		LMV, GEC Fleet	1312	408	1720
135	—	GAB Business Services Parsippany, NJ	G.J. Keenan		PHH, GEC Fleet	1712	8	1720
136	—	NCR Corporation Miamisburg, OH	Ann Mangen		PHH Wheels	730	990	1720
137	142	Johnson & Johnson New Brunswick, NJ	Joyce Donini		PHH	1500	200	1700
138	—	Philips Medical Systems Shelton, CT	Rose Klevozich		PHH	1400	300	1700
139	144	Roche Biomed labs Burlington, NC	Jane Crabble		Wheels, Inc.	1589	81	1670

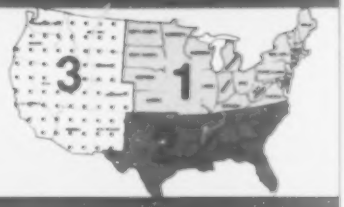
'90 Rank	'89 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	#Trucks & Vans	Total
140	—	Simplex Time Gardner, MA	Jerry Albertini		Wheels, Inc.	1009	623	1632
141	137	Schering-Plough Cranford, NJ	Robert Keckeissen		PHH	1500	125	1625
142	138	Allstate Insurance Co. Northbrook, IL	Donald Gorr	x		1489	132	1621
143	146	Lorillard Inc. New York, NY	Sal J. Giacchi		PHH, GEC & Wheels	495	1125	1620
144	140	Airborne Freight Corp. Seattle, WA	Martin Langley	x		412	1200	1612
145	—	Bridgestone/Firestone Chicago, IL	Mel Martin	x		600	1000	1600
146	143	Firestone, Inc. Chicago, IL	Mel Martin		GEC Fleet	600	1000	1600
147	—	Wickes Companies Irvine, CA	Terry Flesia		Associates, Lease Plan USA	1098	486	1584
148	—	Hallmark Cards, Inc. Kansas City, MO	Debbie Mize	x		1500	75	1575
149	145	Household Finance Corp. Prospect Heights, IL	Mary Kowalski	x		1550	25	1575
150	148	Fireman's Fund Novato, CA	Sylvia Jones	x		1517	13	1530
151	147	Texaco, Western Los Angeles, CA	Ray Takai		PHH	760	770	1530
152	149	Hobart Corporation Troy, OH	Mike Welty		GEC Fleet, Wheels	507	996	1503
153	151	Alexander & Alexander Owings Mill, MD	Rich Wetzel	x		1500	—	1500
154	160	Moore Business Forms Glenview, IL	Chuck Blaise		ARI, Lend Lease	1500	—	1500
155	—	Leggs Products, Inc. Winston Salem, NC	Andy Collins		PHH	150	1350	1500
156	171	Emerson Electric Co. St. Louis, MO	R.D. White		GEC Fleet, Enterprise, ARI	1193	306	1499
157	154	Wausau Insurance Wausau, WI	Robert Rakow		GE Capital, US Fleet	1455	15	1470
158	150	American Greetings Cleveland, OH	Gene Lusnek		LMV, PHH	1400	50	1450
159	152	Miles Laboratories, Inc. Elkhart, IN	Debbie Bailey		Wheels	1347	94	1441
160	153	Bell & Howell Skokie, IL	Mike Winfield		Wheels	1400	40	1440

'90 Rank	'89 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	#Trucks & Vans	Total
161	—	Ciba-Geigy Pharm. Summit, NJ	Barbara Bell		PHH	1285	150	1435
162	155	Alco Standard Valley Forge, PA	Jean Festa		Wheels	1036	375	1411
163	166	American Int'l Realty Manchester, NH	E. Rogers	x		1395	9	1404
164	157	Campbell Sales Co. Camden, NJ	Charles Schnerr	—	ARI, Wheels	1310	90	1400
165	195	National Linen Service Atlanta, GA	Tom Spight	x		296	1083	1379
166	158	Kemper Insurance Co. Long Grove, IL	Mary Leclair	x		1365	12	1377
167	159	United Cable Television Denver, CO	Richard Belkie	x		270	1100	1370
168	131	Union Electric Co. St. Louis, MO	Walt Caesar	x		225	1100	1355
169	184	Syntex Laboratories, Inc. Palo Alto, CA	Robert Schlossareck		ARI, Wheels	1222	124	1346
170	162	Union Oil Co. of Calif. Los Angeles, CA	Ken Ogata	x		1300	—	1300
171	164	Picker Corp. Highland Heights, OH	Betty Strader	x		1249	50	1299
172	167	Tektronic, Inc. Beaverton, OH	Johnnie Schumauder	x		1078	174	1252
173	169	K-Mart Corp. Troy, MI	Jim Wright	x		1160	72	1232
174	170	The Quaker Oats Co. Barrington, IL	Linda Teetmeyer		LMV	1170	50	1220
175	—	Intracorp Berwyn, PA	Pat Kays		PHH	1200	—	1200
176	172	Weyerhauser Co. Tacoma, WA	Donna McKivor		Nickerson	800	400	1200
177	177	Babcock-Wilcox Barbertown, OH	Glenn Westover	x		800	400	1200
178	175	International Rehab. Wayne, PA	Pat Kays	x		1200	—	1200
179	176	Chemlawn Corp. Columbia, OH	Jim Hughes	x		200	1000	1200
180	173	Nestle Foods Corp. Purchase, NY	John Stellabotte	x		1150	50	1200
181	—	American Cyanamid Wayne, NJ	Robert Defeo		ARI, PH&H & Wheels	1200	—	1200

'90 Rank	'89 Rank	Company & Headquarters	Fleet Contact(s)	Co. Owned	Lessor(s)	# Cars	#Trucks & Vans	Total
182	174	Lederle Labs Wayne, NJ	Nora Tanis		ARI	1200	—	1200
183	178	Siemens Informa. Sys. Boca Raton, FL	Robert Morris		ARI, MAL	225	950	1175
184	180	Ohio Casualty Ins. Hamilton, OH	G. Michael Ulreich	x		1167	4	1171
185	179	Land O'Lakes, Inc. Minneapolis, MN	Bruce Charon		Farmcredit, GEC Fleet	801	357	1158
186	182	Nalco Chemical Co. Naperville, IL	Yvonne Bonahoom		PHH	900	250	1150
187	183	Anheuser-Busch Co., Inc. St. Louis, MO	Harold Kessel	x		1150	—	1150
188	181	Thomas J. Lipton, Inc. Englewood Cliffs, NJ	George Maheu		GEC Fleet	1125	25	1150
189	189	American Family Mutual Ins. Co. Madison, WI	Gray Perrett	x		1096	32	1128
190	186	CNA Insurance Chicago, IL	David Gisselman	x		1100	—	1100
191	163	Reliance Electric Co. Cleveland, OH	Phil Tedeschi		GE Capital & PHH	750	350	1100
192	163	St. Paul Fire & Marine Insurance Co. St. Paul, MN	Paul King		GEC Fleet	1082	5	1087
193	187	Oxy USA, Inc. Tulsa, OK	Jeffers Bill		Wheels, Inc.	175	881	1056
194	188	Perkin Elmer Corp. Norwalk, CT	Dick Fisher		GE, PHH	650	400	1050
195	190	Beckman Instru. Fullerton, CA	Carol Homer	x		270	780	1050
196	—	Figgie International, Inc. Glen Allen, VA	R.A. Cavalli		Figgie Leasing	600	450	1050
197	191	S.C. Johnson & Sons Racine, WI	Karen Fries	x		1000	40	1040
198	192	Parker-Hannifin Corp. Cleveland, OH	Leona Latini		GEC Fleet McCullagh	900	130	1030
199	185	TRW/CSD Fairfield, NJ	Carol Mitchell		USFL	950	1	951
200	—	Pinkerton Security Van Nuys, CA	Andrew Eichner		USFL	679	221	900
		TOTALS				114,053	41,613	155,666

USED CARS

The following are average used-car prices for the period ending Mar. 1, 1990. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



Model	Zone 1	Zone 2	Zone 3
88 BUICK SKYHAWK			
Coupe	5,448	5,501	5,338
Sedan	5,524	5,578	5,416
87 BUICK SKYHAWK			
Cust Coupe	4,452	4,494	4,362
Cust Sedan	4,521	4,566	4,429
88 BUICK SKYLARK			
Cust Sedan	6,524	6,591	6,395
87 BUICK SKYLARK			
Cust Sedan	5,475	5,530	5,366
88 BUICK CENTURY			
Cust Sedan	6,557	6,626	6,428
87 BUICK CENTURY			
Cust Sedan	5,456	5,511	5,347
88 BUICK LESABRE			
Cust Sedan	8,503	8,588	8,335
87 BUICK LESABRE			
Cust Sedan	7,125	7,198	6,984
88 CADILLAC DE VILLE			
Coupe	13,899	14,037	13,619
Sedan	14,061	14,202	13,780
87 CADILLAC DE VILLE			
Coupe	11,290	11,405	11,067
Sedan	11,430	11,546	11,201
88 CADILLAC SEVILLE			
Sedan	14,891	15,040	14,594
87 CADILLAC SEVILLE			
Sedan	12,396	12,521	12,150
88 CHEVY BERETTA			
Coupe	6,263	6,324	6,139
88 CHEVY CORSICA			
Sedan	5,881	5,943	5,767
87 CHEVY BERETTA			
Coupe	4,989	5,039	4,890
87 CHEVY CORSICA			
Sedan	4,600	4,648	4,509
88 CHEVY CAVALIER			
Sedan	5,325	5,379	5,219
87 CHEVY CAVALIER			
Sedan	4,055	4,096	3,976
88 CHEVY CELEBRITY			
Sedan	6,117	6,179	5,995
87 CHEVY CELEBRITY			
Sedan	4,898	4,948	4,802
88 CHEVY CAPRICE			
Sedan	6,944	7,013	6,806
87 CHEVY CAPRICE			
Sedan	5,631	5,685	5,515
88 CHRYSLER NEW YORKER			
Sedan	9,893	9,992	9,695
88 CHRYSLER FIFTH AVENUE			
Sedan	9,684	9,781	9,492
87 CHRYSLER FIFTH AVENUE			
Sedan	7,630	7,705	7,476
88 DODGE ARIES AMERICA			
Sedan	4,819	4,865	4,723
87 DODGE ARIES			
Sedan	3,867	3,906	3,789
88 DODGE SHADOW			
Liftbk 5 Dr	5,161	5,214	5,060
87 DODGE SHADOW			
Liftbk 4 Dr	4,243	4,286	4,158
88 DODGE DYNASTY			
Sedan	7,782	7,860	7,626
88 FORD ESCORT			
Htchbk 4 Dr GL	4,358	4,402	4,271
87 FORD ESCORT			
Htchbk 4 Dr GL	3,435	3,470	3,367
88 FORD MUSTANG			
LX 4 Coupe	5,931	5,992	5,812
87 FORD MUSTANG			
LX 4 Coupe	4,836	4,884	4,740
88 FORD TEMPO			
GL Sedan 4 Dr	5,288	5,342	5,181
87 FORD TEMPO			
GL Sedan 4 Dr	4,206	4,250	4,123
88 FORD TAURUS			
GL Sedan 4 Dr	6,918	6,987	6,779
87 FORD TAURUS			
GL Sedan 4 Dr	5,702	5,759	5,589
88 FORD CROWN VICTORIA			
Sedan	9,088	9,179	8,907
87 FORD CROWN VICTORIA			
Sedan	7,566	7,642	7,414
88 LINCOLN			
Town Car Sedan	13,827	13,967	13,549
Mark VII Coupe	15,360	15,511	15,051
Continental Sedan	17,008	17,176	16,668
87 LINCOLN			
Town Car Sedan	11,584	11,697	11,351
Mark VII Coupe	12,346	12,470	12,100
Continental Sedan	12,495	12,621	12,246
88 MAZDA 626			
LX Sedan 4 Dr	8,198	8,279	8,035
88 MERCURY COUGAR			
LS Coupe	8,446	8,530	8,276
87 MERCURY COUGAR			
LS Coupe	6,996	7,066	6,855
88 MERCURY TOPAZ			
GS Sedan 4 Dr	5,374	5,426	5,264
87 MERCURY TOPAZ			
GS Sedan 4 Dr	4,215	4,259	4,132
88 MERCURY SABLE			
GS Sedan	7,009	7,077	6,867
87 MERCURY SABLE			
GS Sedan	5,724	5,784	5,611
88 MERCURY GRAND MARQUIS			
Sedan	9,653	9,750	9,461
87 MERCURY GRAND MARQUIS			
Sedan	8,171	8,251	8,007
88 MITSUBISHI			
Mirage Sedan	4,381	4,425	4,293
87 MITSUBISHI			
Mirage Sedan	3,213	3,245	3,149
88 NISSAN SENTRA			
Sedan 2 Dr	4,315	4,358	4,229
88 NISSAN STANZA			
E Ntch 4 Dr	6,969	7,039	6,830
88 NISSAN MAXIMA			
SE Sedan	10,853	10,962	10,635
87 NISSAN SENTRA			
Sedan 2 Dr	3,531	3,566	3,461
87 NISSAN STANZA			
E Ntch 4 Dr	5,600	5,656	5,488
87 NISSAN MAXIMA			
SE Sedan	8,431	8,517	8,262
88 OLDS CALAIS			
Sedan	6,451	6,514	6,323
87 OLDS CALAIS			
Sedan	5,482	5,537	5,372
88 OLDS CIERA			
Coupe	6,487	6,552	6,359
Sedan	6,557	6,626	6,428
87 OLDS CIERA			
S Coupe	5,443	5,495	5,333
Sedan	5,504	5,561	5,395
88 OLDS CUTLASS SUPREME			
Coupe	7,526	7,603	7,377
87 OLDS CUTLASS SUPREME			
Coupe	6,347	6,412	6,221
Sedan	6,347	6,412	6,221
88 OLDS 98 REGENCY			
Sedan	10,044	10,142	9,841
87 OLDS 98 REGENCY			
Sedan	8,351	8,434	8,183
88 PLYMOUTH RELIANT			
Sedan	4,843	4,891	4,749
87 PLYMOUTH RELIANT			
Sedan	3,885	3,923	3,810
88 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	5,157	5,210	5,056
87 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	4,225	4,267	4,139
88 PLYMOUTH GRAN FURY			
Salon Sedan	5,304	5,358	5,197
88 PONTIAC SUNBIRD			
SE Coupe	5,430	5,485	5,321
Sedan	5,503	5,557	5,394
87 PONTIAC SUNBIRD			
SE Coupe	4,290	4,334	4,205
Sedan	4,225	4,267	4,140
88 PONTIAC 6000			
Coupe	6,186	6,248	6,063
Sedan	6,255	6,317	6,128
87 PONTIAC 6000			
Coupe	5,011	5,060	4,910
Sedan	5,068	5,120	4,969
88 PONTIAC GRAND AM			
Sedan	6,439	6,503	6,308
87 PONTIAC GRAND AM			
Sedan	5,698	5,755	5,585
88 PONTIAC BONNEVILLE			
Sedan	8,491	8,577	8,323
87 PONTIAC BONNEVILLE			
Sedan	7,169	7,240	7,026
88 PONTIAC GRAND PRIX			
Coupe	8,796	8,884	8,620
87 PONTIAC GRAND PRIX			
Coupe	6,467	6,532	6,338
88 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,348	6,412	6,221
88 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8,403	8,485	8,235
88 TOYOTA CRESSIDA			
Lux Sedan	12,871	12,999	12,614
87 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	4,968	5,018	4,869
87 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	7,204	7,275	7,059
87 TOYOTA CRESSIDA			
Lux Sedan	10,694	10,802	10,481
88 VOLKSWAGEN JETTA			
Sedan 4 Dr	6,720	6,787	6,586
87 VOLKSWAGEN JETTA			
Sedan 4 Dr	5,450	5,505	5,341
88 VOLVO			
240 DL Sedan	11,783	11,900	11,547
87 VOLVO			
240 DL Sedan	9,669	9,766	9,476

CALENDAR

APRIL

19-21–National Truck Equipment Association Annual Convention, Washington Convention Center, Washington, D.C. Information: (800) 321-1988.

19-21–Automotive Fleet & Leasing Association's 22nd Annual Conference, J.W. Marriott, Houston, TX. Information: (213) 376-8788.

21–National Association of Fleet Resale Dealers Spring Convention, J.W. Marriott, Houston, TX. Information: (213) 838-3168.

22-25–National Association of Fleet Administrators' Annual Convention, Westin Hotel, Houston, TX. Information: (201) 494-8100.

24-26–New Jersey State Safety Council, Safety Expo, Trump Council, Atlantic City, NJ. Information: (201) 272-7712.

MAY

8-13–National Vehicle Leasing Association Annual Convention, Ramada Renaissance, Washington, D.C. Information: (213) 838-3170.

8-11–Thrifty Licensee Meeting, The Swan-Walt Disney World, Orlando, FL. Information: (918) 665-3930.

15-17–National Car Rental Convention, Contemporary Hotel-Walt Disney World, Orlando, FL. Information: (612) 830-2548.

20-23–National Cable Television Association Conference, Georgia World Congress Center, Atlanta, GA. Information: (202) 463-7905.

JUNE

10-13–Electric Utilities Fleet Managers Show, Williamsburg Lodge & Conference Center, Williamsburg, VA.

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GAS PRICES

City	UNLEADED Cost Per Gallon Unleaded Full-Serve	 Self-Serve
Mobile, AL	136.2¢	101.2¢
Sacramento, CA	154.9	104.9
Glenwood Springs, CO	143.9	124.4
Hartford, CT	138.9	113.9
Washington, D.C.	146.5	111.7
Orlando, FL	133.6	108.6
Augusta, GA	135.4	93.7
Chicago, IL	160.3	117.0
Baton Rouge, LA	153.9	110.9
Rochester, MN	149.9	108.9
Kansas City, MO	125.2	87.5
Omaha, NE	146.9	109.2
Santa Fe, NM	131.4	105.9
Oil City, PA	103.4	95.4
Houston, TX	143.5	99.8

The average U.S. full-serve gasoline price for the month of March was 127.7 cents per gallon.
The average U.S. self-serve gasoline price for the month of March was 105.1 cents per gallon.
Surveys conducted during the first five working days of March 1990.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.